

CLAIMS**WE CLAIM:**

1. A method, comprising:
 - 5 receiving a text message having an unused region;
 - inserting information into the unused region; and
 - forwarding the text message to an intended recipient.
- 10 2. A method, as set forth in claim 1, wherein inserting information into the unused region further comprises inserting an advertisement into the unused region.
- 15 3. A method, as set forth in claim 2, wherein inserting the advertisement into the unused region further comprises selecting at least one of a plurality of advertisements based upon information associated with the text message.
- 20 4. A method, as set forth in claim 3, wherein selecting at least one of the plurality of advertisements based upon information associated with the text message further comprises selecting at least one of the plurality of advertisements based upon a time at which the text message was sent.
5. A method, as set forth in claim 3, wherein selecting at least one of the plurality of advertisements based upon information associated with the text message further comprises selecting at least one of the plurality of advertisements based upon content of the text message.

6. A method, as set forth in claim 2, wherein inserting the advertisement into the unused region further comprises selecting at least one of a plurality of advertisements based upon information associated with a sender of the text message.
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7. A method, as set forth in claim 6, wherein selecting at least one of the plurality of advertisements based upon information associated with the sender of the text message further comprises selecting at least one of the plurality of advertisements based upon personal information associated with the sender of the text message.
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8. A method, as set forth in claim 6, wherein selecting at least one of the plurality of advertisements based upon information associated with the sender of the text message further comprises selecting at least one of the plurality of advertisements based upon a location of the sender of the text message.
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9. A method, as set forth in claim 2, wherein inserting the advertisement into the unused region further comprises selecting at least one of a plurality of advertisements based upon information associated with the intended recipient of the text message.
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10. A method, as set forth in claim 9, wherein selecting at least one of the plurality of advertisements based upon information associated with the intended recipient of the text message further comprises selecting at least one of the plurality of

advertisements based upon personal information associated with the intended recipient of the text message.

11. A method, as set forth in claim 9, wherein selecting at least one of the plurality of
5 advertisements based upon information associated with the intended recipient of the text message further comprises selecting at least one of the plurality of advertisements based upon a location of the intended recipient of the text message.

10 12. An advertext engine, comprising:
a controller adapted to receive a text message having an unused region, insert information into the unused region, and forward the text message to an intended recipient.

15 13. An apparatus, comprising:
means for receiving a text message having an unused region;
means for inserting information into the unused region; and
means for forwarding the text message to an intended recipient.

20 14. A method, comprising:
receiving a text message comprising an embedded advertisement.

15. A method, comprising:
transmitting a text message comprising an embedded advertisement.